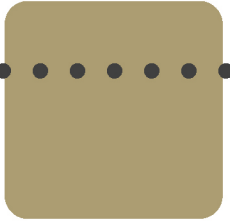


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Why?



Why Wool Rugs?

- Wool rugs are not an attached building material and therefore are:
 - Possibly subject to an accelerated tax depreciation schedule
 - Mobile and offer flexible space reconfiguration
 - Eligible for offsite maintenance
- Wool rugs offer superior
 - Acoustic properties
 - Aesthetics
 - Cleanability
 - Appearance retention
 - Depth of color – saturation

Appearance Retention	Wool	Nylon (goal: emulate wool)
Yarn	Wears (fiber loss)	Does Not Wear (no fiber loss)
Appearance	Looks new until worn to the backing	Ages rapidly in appearance, though there is no fiber loss
Color	Retains depth and quality of color through the life of the rug	Quality and depth of color lessens with age and soil
Pile Retention	Best- Most resilient fiber to crushing and matting	Good- better than other synthetic yarns
Cleanability	Best- Most cleanable fiber, best at soil hiding	Good- better than other synthetic yarns



Why Avenue Rugs?

- Specializes in commercial quality hand-tufted wool rugs and carpet.
- Custom engineers every rug specific to each project and space focusing on:
 - Traffic
 - Soil camouflage
 - Pattern
 - Color
 - Construction
- 100% Custom
 - Every project is constructed to your exact specifications: size, shape, pattern, color, texture, density.
- Every rug is hand tufted, not cut-piece construction.
 - Reduces curling and doming
 - Hugs the floor
- Sustainable Properties
 - Rapidly renewable and compostable natural materials
 - Can contribute to LEED credits for green building
- Offers in-house rug design and engineering services
- Avenue Rugs is a wholly owned U.S. company.

